

1874

1949



WINNIPEG
GATEWAY TO THE GOLDEN WEST

A Hearty Welcome awaits You!

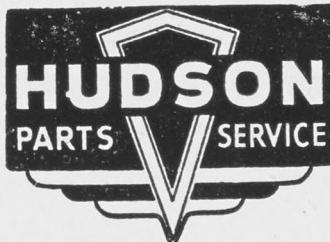


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The Road to the Golden West

Congratulations to Winnipeg on your 75th

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PHONE 924 294

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Sparkling Figurines

Tea Sets — Dinner Sets

DIAMONDS — WATCHES — SILVERWARE

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325 Donald St.

Winnipeg

Phone 925 806

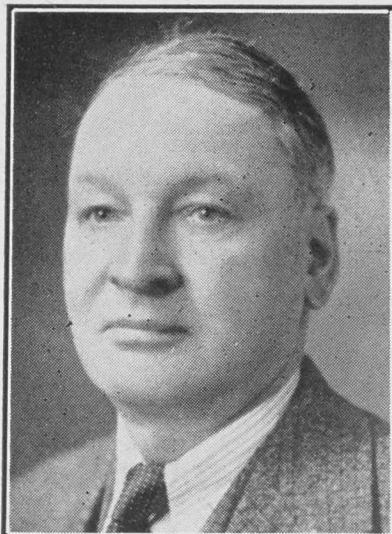
WINNIPEG

KENORA

FORT FRANCES

\$90-
JA

Welcome to Winnipeg!



GARNET COULTER, ESQ., K.C.

To our visitors:

From June 5th to June 11th, 1949, the City of Winnipeg will be celebrating its 75th Anniversary in a big way. An impressive programme is now being planned so come if you can and visit us during that week. You will have a wonderful time.

Winnipeg is proud of its reputation for hospitality, and all our citizens are anxious to make your stay here a pleasant one.

When you come to our City you will find splendid shopping centres where quality articles from all over the world can be purchased at reasonable prices.

There is splendid hotel accommodation and many places of general and historical interest to engage the interest of the visitor.

I welcome you warmly to Winnipeg. We want you to enjoy your visit with us.

Sincerely yours,

Garnet Coulter

Mayor of Winnipeg

Welcome to Winnipeg

from

The Friendly Store

KING'S LTD.

396 PORTAGE AVENUE

In the Heart of the Shopping Centre

MEN'S WEAR

- COATS
- SUITS
- FINE WOOL HOSIERY
- FURNISHINGS

LADIES' WEAR

- FURS
- DRESSES
- SUITS
- COATS

"BETTER CLOTHES FOR MEN AND WOMEN"

We Have Come A Long Way...



Telephones like this were used in Winnipeg in 1878.

In 1926 Winnipeg was the largest city on the continent with full automatic dial telephone service.

Today, with more than 80,000 telephones in Winnipeg we are unable, through shortage of equipment, to meet the demand.

To ensure maximum use of facilities available,
please make telephone conversations brief.

MANITOBA TELEPHONE SYSTEM



—COURTESY WINNIPEG CHAMBER OF COMMERCE
WINNIPEG'S FIRST WATER SYSTEM

Prior to Winnipeg's Incorporation in 1874, there were practically no home services such as light, water, etc. Householders used candles or coil oil lamps for lighting, and carried water in pails from the river. At this time a Mr. Irwin with his ox cart with a barrel attached, as shown above, instituted Winnipeg's first water system by taking water from the Red River at a point which became known as Water Street, and delivered it to residents at a nominal price per barrel.

Subsequent to the city's incorporation in 1874, water and sewer service, street paving, sidewalk construction, etc., were commenced and extended as rapidly as possible.

Water at this time was taken from the Assiniboine River, but as settlement developed along its course, the waters became contaminated. Consequently, commencing with the year 1900, a group of artesian wells were dug, averaging 18 feet in diameter, and from 50 to 100 feet deep, and powerful pumping machinery installed. From this source a good supply of water was secured, wholesome for domestic use, but being the **hard** variety, was not so favorable for industrial purposes as it gradually corroded steam pipes and boilers.

As the city grew apace, it became quite apparent that the wells would not supply sufficient water in the near future. The City Fathers looked about for a permanent

supply. Engineers favored Shoal Lake, an arm of the Lake of the Woods, and approximately 90 miles southeast of Winnipeg.

Not only Winnipeg, but the suburban municipalities, and the sister city of St. Boniface, were vitally interested in a water supply. This mutual interest led to the instituting of the Greater Winnipeg Water District, by which all concerned agreed to share the cost on a proportional basis bringing water from Shoal Lake.

Construction on a closed reinforced concrete aqueduct was commenced in May 1915, and on March 29th, 1919, Shoal Lake water entered the McPhillip Street reservoir. The aqueduct has a capacity of 85 million gallons per day, and the total cost of construction was \$13,500,000.

The altitude of Shoal Lake, being 290 feet greater than that of Winnipeg, the water flows through the aqueduct by gravitation. The surface area of the lake is 107 square miles, so that the supply of water can reasonably be said to be inexhaustible. Shoal Lake is mostly rock bound and the area surrounding it uninhabited, thus ensuring a minimum possibility of contamination. Thus Winnipeg and the Associated Municipalities have secured a permanent supply of soft water, ideal for both domestic and industrial purposes.

National Motors Limited

Winnipeg's Mercury, Lincoln and Meteor Dealer

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276 COLONY ST., Winnipeg

PHONE 722 411

Meyers Studios Limited

Winnipeg Premier Photographer

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Opposite St. Charles Hotel

Individual Photographs
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24-hour Film Service

Western Music (Manitoba) Ltd.

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Greeting Cards for all occasions

Display Materials

Blue Printing - Photostat Prints

 Fraser
LIMITED

320 DONALD STREET
Winnipeg, Man.

WELCOME TO CANADA

Visit
The Store of 1000 Bargains

FANCY CHINA, OLD & NEW
ANTIQUES

OLD SILVERWARE

NOVELTIES

General merchandise

Western Sales Service

290 Graham Avenue

Phone 923 887

In the heart of the business center.
 $\frac{1}{2}$ Block East of Eaton's



PORTRAGE AND MAIN ST. — 1874

View of the corner Portage Avenue and Main Street, prior to the incorporation of Winnipeg as a city in 1874.



AERIAL VIEW OF PORTAGE AND MAIN

Aerial view taken over the same spot in 1949. The junction of Portage Avenue and Main Street has always been regarded as the centre of Winnipeg. These two thor-

oughfares are the city's main arteries, and, as each is 132 feet wide, their width has greatly facilitated the movement of traffic as Winnipeg became a metropolis.



ENGLISH BONE CHINA

A Wonderful Assortment at
ASHDOWN'S HARDWARE
MAIN ST. at BANNATYNE AVE.

MATERIALS & SUPPLIES FOR ALL ARTS AND CRAFTS

HANDICRAFTS—NOW!

You can make beautiful and useful articles for your home with a hand-craft hobby. Make hooked rugs, leather articles, metal trays, pottery plates and bowls—and many other things! You can get everything—instruction books, patterns, tools and materials—at all stores of Lewis Craft Supplies Limited.

Do drop in and browse around our stores, or write for a catalogue and price list. In any case, our experienced craft workers will help you with your problems.

Branch Stores:

425 Graham Avenue, Winnipeg
645 Yonge Street, Toronto, Ont.
38 Water Street, Saint John, N.B.

Lewis Craft Supplies
Limited
CANADA'S FOREMOST CRAFT SUPPLY HOUSE

Welcome to Winnipeg!

You'll appreciate the courtesy and friendly service at Martin's.

Men's Wear

- COATS
- SUITS
- SPORTSWEAR
- HABERDASHERY

Ladies' Wear

- FURS
- DRESSES
- SUITS
- COATS
- SPORTSWEAR

Martin & Co.

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"In the heart of the Shopping Centre"

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"WINNIPEG'S LEADING MERCANTILE TRANSPORTATION SYSTEM"

THE CITY DRAY CO., LTD.

114 King St., Winnipeg

Phone 29 851

Established 1894



—COURTESY MEDICAL ARTS ASSOCIATION
MEDICAL ARTS BUILDING

The Medical Arts Building was built in 1926, and further extended in 1947. It is located at the corner of Kennedy St. and Graham Ave., Winnipeg.

There is approximately 75,000 sq. feet of

office space, accommodating 151 Medical Doctors and 32 Dentists. Also in the building will be found modern Drug Dispensaries, Prescription Opticians and Dental Laboratory.

INFORMATION FOR TOURISTS

Visitors from the United States have no trouble entering or leaving Canada. Passports are not required, if you are a United States citizen.

PROCEDURE UPON ENTERING CANADA

Simply report to the Canadian Immigration and Custom Officers at the port of entry and obtain the requisite permit for admission of your car and outfit. This permit entitles you to travel in Manitoba or any other part of Canada, by any means you choose, for a period of sixty days. This may be extended for a period of time up to six months. If you come by train bus or aircraft you will be contacted by Canadian officials.

ADMISSION OF GOODS

You may bring into Canada for personal use, free of duty or deposit, your automobile, trailer, motorcycle, bicycle, personal effects, cameras, golf clubs, fishing tackle, portable boats, outboard motors, tent, camp equipment, dogs and various other articles. All, of course, must be reported fully to Customs Officials.

INTERESTING FACTS . . .

Winnipeg is the capital of the Province of Manitoba.

Greater Winnipeg population, 354,738.

The name WINNIPEG has its origin in the Indian Cree name given to the lake forty miles north, meaning "Win," "muddy," "nippee," "water."

C and S Radio Electric

SALES AND SERVICE

Specialists on Sound Equipment — Fluorescent Lighting
Inter-Office Communication Systems

253½ SHERBROOK ST.

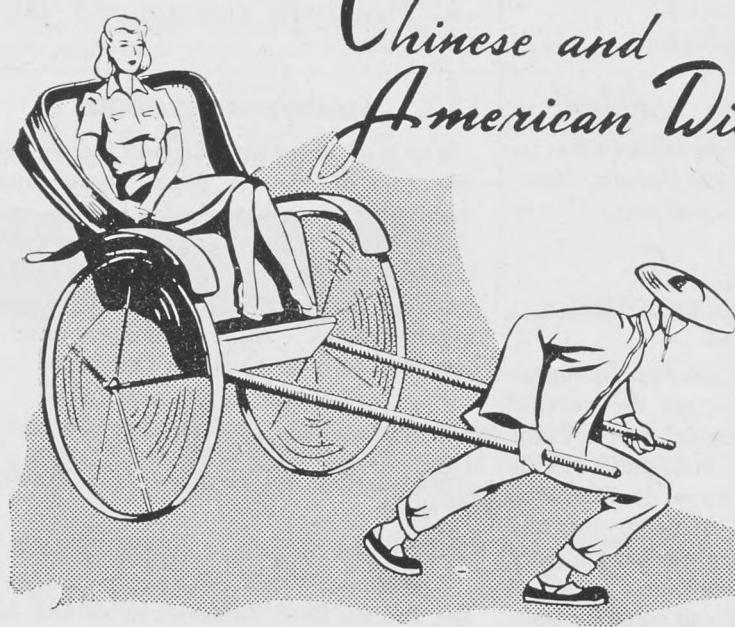
Winnipeg, Man.

PHONE 30 496

WELCOME TO WINNIPEG . . .

RICKSHA RESTAURANT

Chinese and
American Dishes



力車中西餐館

307 Fort Street

Phone 923 011

Winnipeg, Canada



—Courtesy Travel and Publicity Bureau.

THE LA VERENDRYE MONUMENT

The first white men to reach the junction of the Red and Assiniboine Rivers, and explore the areas, on which the cities of Winnipeg and St. Boniface are now located, were the group of French Adventurers who accompanied the famous explorer,

Pierre Gaultier de la Verendrye to this wilderness in the year 1738.

The monument was erected in the year 1938, in celebration of the two hundredth anniversary of this discovery, and is located in Laverendrye Park, Tache Avenue, of St. Bonifac.

WINNIPEG PARKS

Four large and some forty smaller parks dot the City with open spaces, lawns and trees. Those unused to the banks of prairie rivers always are surprised when from the tops of tall buildings they look out over miles of massed green foliage roofing the streets of Winnipeg in summer. More than 200 miles of the City's streets have been boulevardized and planted with trees, some of which are overarching now with the growth of fifty years.

The largest of Winnipeg's parks is Assiniboine Park, an area of 300 acres straddling the Assiniboine River five miles west of the City Hall. The site was chosen for its natural beauty when the City bought it in 1910. But since then it has been added to in many ways. The half timbered pavilion with its tall tower is a landmark, as well as a place for refreshments. The Conservatory and Palm House, the only one in Western Canada, is a favourite point

of call all the year around, particularly during the annual Chrysanthemum Show in November. The Zoo has both native and imported animals and birds, including a pair of lions and a band of buffalo, the latter the faunal emblem of the Province of Manitoba. Wide spreading lawns, planting of trees, shrubs and flowers, and a variety of sports grounds complete the park.

Best known of the City's natural parks is Kildonan Park, three and a half miles north of the City Hall. Here 98 acres of the towering elm forest that originally lined the Red River banks has been cared for, beautified with lawns, and equipped with a pavilion and picnic places.

St. Vital Park 110 acres, and Wildwood Park 70 acres, situated on the east and west banks respectively of the Red River, a few miles south of the City Hall, are well forested natural parks with deciduous trees and native shrubs.

One place in Ottawa to buy art

THE

LITTLE GALLERY



VICTORIAN
ART

KENNEDY ST.

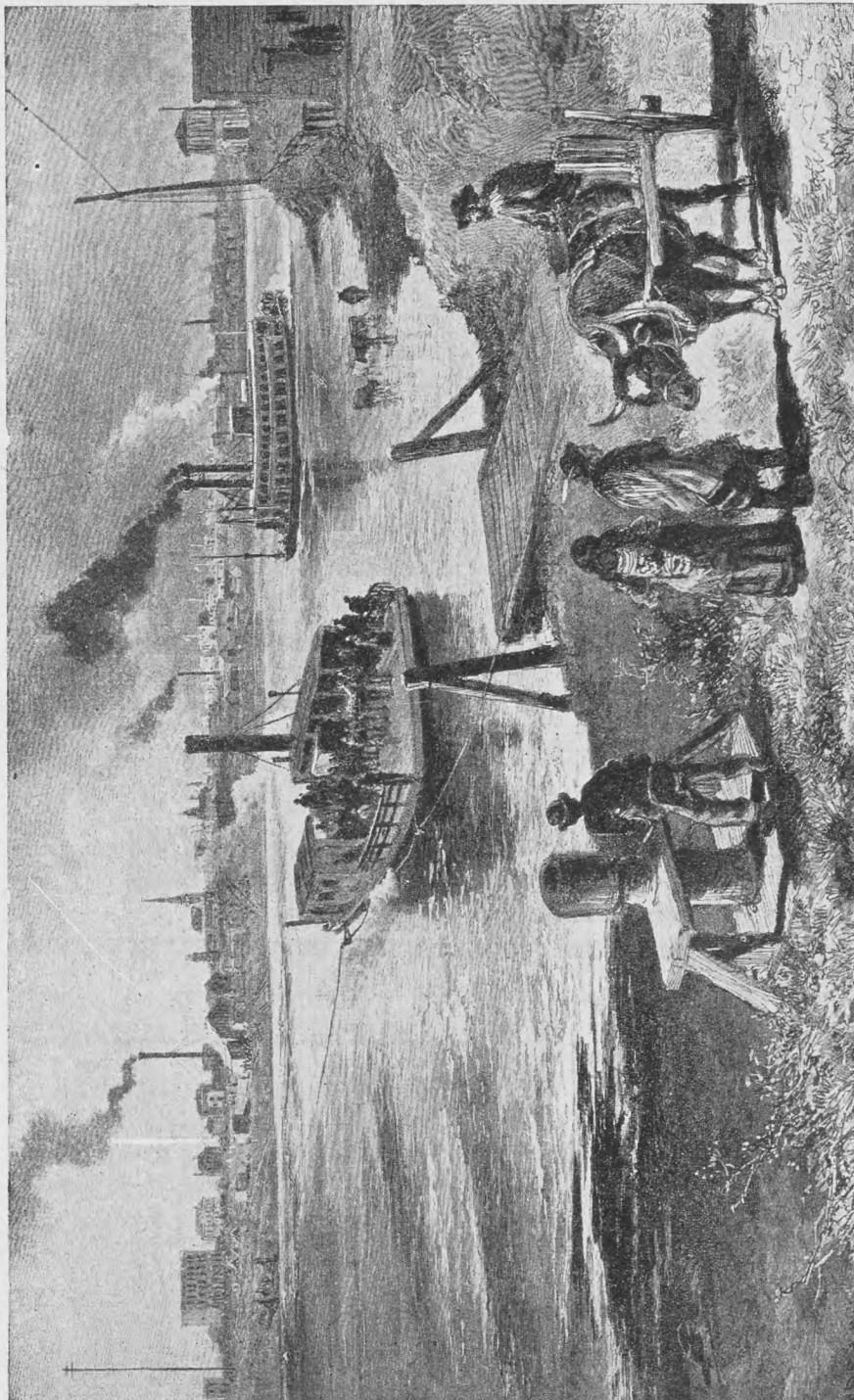
JUST NORTH OF PORTAGE

—COURTESY WINNIPEG CHAMBER OF COMMERCE

RED RIVER SHOWING FERRY BOAT

Seventy-five years ago, in the absence of modern aids to travel, such as bridges, railroads, etc., the principal means of transportation was by oxcart, ferry boat, and river steamer. Today Winnipeg with two Transcontinental Railways, and branch lines fanning out in all directions, and with twelve modern steel and concrete bridges

crossing the Red and Assiniboine Rivers in the city and its suburbs, the scene has changed and the primitive utilities shown above are now only a historical memory.



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QUICK SERVICE

Day or Night call BLACK & WHITE

Cameo Gift Shop

Antiques

Fine English Bone China
Silver

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Phone 35 997

(Opposite Misericordia Hospital)

For Diamonds and the famous
Hamilton, CYMA Tavannes, Ball
and Elgin watches

Visit . . .

SHORE'S JEWELRY

Canadian National Railway
Official Watch Inspector
A. Zaslow

272 FORT ST., WINNIPEG
PHONE 927 112

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EASTMAN PHOTOGRAPHIC MATERIALS LIMITED

287 Portage Avenue — Phone 926 484

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Winnipeg Musical Supply

... for variety in gifts

Winnipeg Souvenirs and Cards
Fine China

Dinnerware

Jewelry and Cut Glass

Cameras and Films

Musical Instruments

WINNIPEG MUSICAL SUPPLY

660 MAIN STREET

1 block south of Royal Alexandra Hotel

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DODGE TRUCKS**

Mechanical — Electrical — Body
Works — Painting — Upholstering
Glass

AMERICAN AUTO

LIMITED

AUTO PARTS AND SERVICE

Telephone 923 738

180 Hargrave St. Winnipeg, Man.



CANADIAN PACIFIC RAILWAY STATION

Canadian Pacific Railway Station, located on Higgins Ave. and Main Street.

Both the Canadian Pacific and Canadian National are Transcontinental Railways, with branch lines serving all important industrial, commercial and agricultural sections of Canada, and with lines entering important areas in the United States. Canada is fortunate in having the two great Railway systems, as the friendly rivalry and keen competition between these ensures that an excellent degree of service is provided. The two Railways main lines converge at Winnipeg, there the traf-

fic from Eastern Canada to the West, and that from Western Canada to the East comes through this point. Each Railway has very extensive terminal yards to handle this enormous traffic, and each have in operation mammoth railway shops, where rolling stock is not only repaired, but equipment of all sorts constructed. These shops employ many thousands of men and their construction and operation has brought to Winnipeg two of the most outstanding contributions to the city's economic life.



CANADIAN NATIONAL RAILWAY STATION

Canadian National Railway Station located on Main Street south.

WELCOME TO WINNIPEG

ACME MOTORS LTD.

THE HOME OF
CHRYSLER and PLYMOUTH
Fargo Trucks

730 PORTAGE AVENUE

CJOB *Personalities* . . . **CHUCK SKELDING**



Announcer
BRITISH VARIETY HOUR
Monday Nite—7:30-8:00

SET YOUR DIAL
AT 1340
FOR MUSIC
NEWS
AND MORE MUSIC

THE RED RIVER VALLEY'S 24-HOUR VOICE

CJOB
Winnipeg - Canada



Winnipeg, Man October 12th 1876
 Messrs Stiles Brothers.
 Amato, Ontario
 Boro of Higgins & Young,
 Importers of
 Groceries, Boots and Shoes, Crockery and Glassware.

Wholesale and Retail.

Daily Free Press Steam Print

$\frac{1}{2}$	412	Sacks	Wheat			
			$57\frac{3}{4}\frac{1}{2}$	$57\frac{3}{4}0\frac{1}{2}$	$857\frac{1}{2}$ bushels	$\frac{1}{2}8$
	412	Cotton Sacks			26	$728\frac{5}{9}$ $107\frac{1}{2}$

835.71

*Copy of Bill of Lading of First Wheat exported from the
Province of Manitoba*

Higgins & Young

WESTERN CANADA AGRICULTURAL DEVELOPMENT

Above is shown an invoice of the first export shipment of wheat from Manitoba, 857½ bushels, in 412 sacks, transposed from Winnipeg to Fargo, N.D., by barge, thence to Duluth by rail, and by boat over the Great Lakes. This was in the year 1876.

On completion of the Canadian Pacific Railway across the Western Plains and to the Pacific Coast in 1885, thousands of colonists from Eastern Canada, the United States and Europe came to settle on the

fertile western prairies. Subsequently with the extension of branch lines by the Canadian Pacific and Canadian National Railways to serve all western farming areas, and the continued influx of settlers, the agricultural industry has developed and expanded to the extent that Canada's export of wheat are now in the hundreds of millions annually and has become the second largest wheat exporting country in the world.

INDUSTRIAL DEVELOPMENT

Winnipeg ranks 6th place in manufacturing production in Canada. At the end of 1948, 71,324 persons with a weekly payroll of \$2,749,502 were employed in Winnipeg, in manufacturing, transportation, construction, services and trade. Of these, 34,885 were employed in manufacturing, and were paid weekly, \$1,419,298.

With its low cost electric power, abundance of water, excellent transportation facilities, and many other advantages, including a rapidly growing market, Winnipeg is an ideal location for industrial undertakings of special character.

Few cities have greater potentialities in the industrial field, and few have a future which holds such great promise.

To those interested in industrial opportunities, The Industrial Development Board of Manitoba, with offices in Winnipeg, a non-profit organization devoted to industrial expansion, and to stimulate growth in this community, will answer inquiries and furnish information, without cost or obligation, and all inquiries will be treated confidentially. Mr. R. A. Sara is the managing secretary, with offices at 903 Confederation Life Building, Winnipeg, Canada.

Welcome . . .

. . . to Our Visitors

A good selection of fine English hose and gloves, cashmere sweaters, quality suits, sports jackets, slack and top-coats of the finest imported English materials, for the fashion-conscious male, are available at

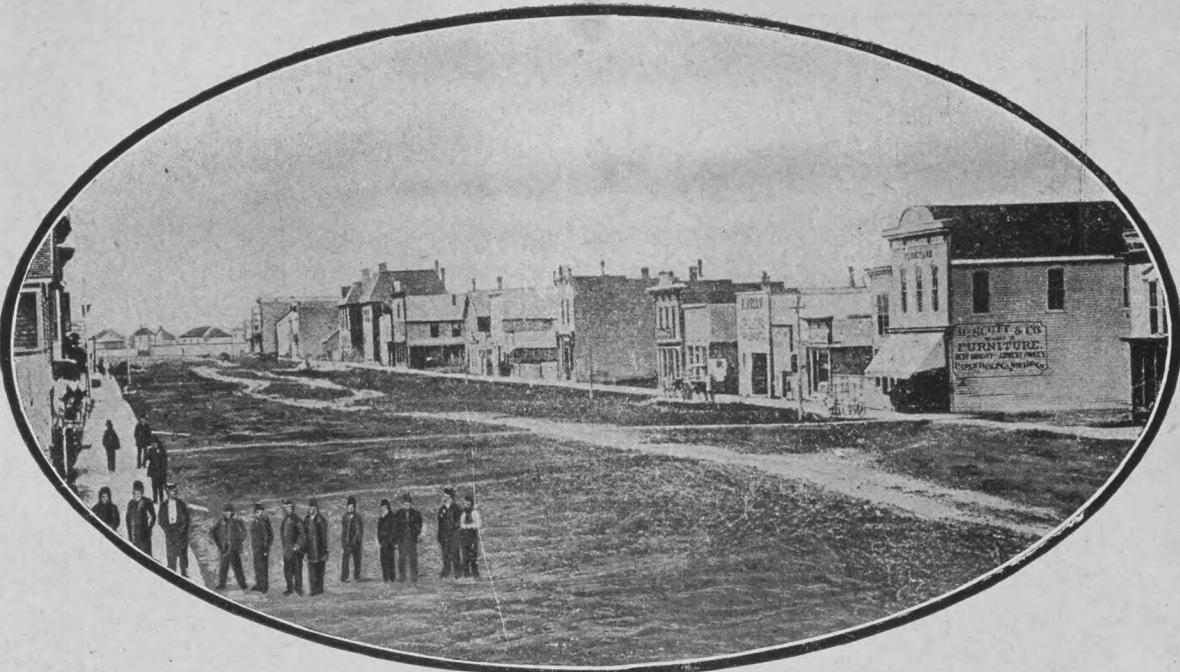
McCreery's Limited

293 Portage Avenue

PHONE 925 658

(Next door to Capitol Theatre)

*"Where Style and Price
are Right - Always"*



—COURTESY WINNIPEG CHAMBER OF COMMERCE

MAIN STREET

Main Street, prior to the city's incorporation, looking south from the corner of Portage Avenue. Part of the buildings and fortress wall of the original Fort Garry can be seen dimly in the distance. The Fort was later demolished to make way for the extension of Main Street southward to proposed bridge sites on the Red and

Assiniboine Rivers, and other developments in the vicinity. Nothing is left of the old Fort except its Gateway, which is located in a small park near the Fort Garry Hotel. This is an interesting historical relic as it shows the massive nature of the masonry of which the Fort was constructed.



—COURTESY CANADIAN PACIFIC RLY.

C.P.R. YARDS, WINNIPEG

Canadian Pacific Railway Yards in Winnipeg, the largest privately owned Terminal Yards in the World.

Nash Taxi

WINNIPEG'S FINEST TAXI

Phone—926 101—Phone

Rent a car — Drive Ur Self

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TADMAN'S

Better Values in . . .

- FINER CHINA
- DINNERWARE
- SPORTING GOODS

Tadman's for FINE CHINA
866 Main St. Phone-51167
3½ Blocks North of Royal Alexandra Hotel

WRIGHT MOTORS LTD.

Packard Distributor

GENUINE PACKARD PARTS

in Stock at all Times

640 Portage Ave., Winnipeg

Phone 37 214

Welcome to Winnipeg

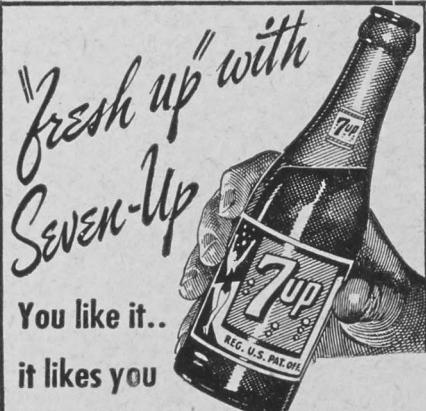
and to

Taylor's Photo Supply

260 EDMONTON ST.

(Between Portage and Graham)

"For the Finest in Photographic
Equipment."





—Courtesy Travel and Publicity Bureau.

BANK OF MONTREAL, WINNNIPEG

The above illustration shows the main branch of the Bank of Montreal in Winnipeg and was erected in the year 1913.

There are nine other branches of this bank in the city. The Bank of Montreal was established in Winnipeg in 1877.



EATON'S has passed Its SEVENTY-FIFTH Milestone

That happened in 1944, when Canada's merchandising organization commemorated its modest start in 1869.

In 1884—when Winnipeg was just 10 years old—EATON'S Mail Order service was instituted and in 1905 the Company opened its Winnipeg store.

Since then, EATON'S has become a familiar part of the Western Canadian picture; at the service of customers in retail stores and by mail order. Through the years the dependable, thrifty aspects of dealing with EATON'S have never changed.

In commemorating Winnipeg's seventy-fifth anniversary, the Company takes pride in its extended services; all proffered with the guarantee that has been upheld throughout the years—

**Goods Satisfactory or Money Refunded,
Including Shipping Charges.**

**THE T. EATON CO. LIMITED
WINNIPEG CANADA**

TRANSPORTATION MAP

of

Greater Winnipeg

WHERE TO GO AND HOW TO GET THERE



Keep this guide for ready reference. It contains a complete map of Winnipeg and environs with street names, street car and bus routes clearly indicated.

A

Aberdeen Ave.....N- 8
 Academy Rd.....F-11
 Adelaide St.....K- 8
 Admiral Ave.....P-11
 Adolph St.....N-14
 Agnes St.....J-10
 Aikins St.....L-10
 Airlines St.....O- 9
 Albany St.....G-15
 Albany St.....O-12
 Albert St.....J- 8
 Alberta Ave.....J-13
 Alexander Ave.....K- 9
 Alfred Ave.....N- 8
 Allan St.....L- 5
 Allison.....B- 7
 Alloway Ave.....H-10
 Altringham Av. C- 6
 Alverstone St.....J-11
 Amherst St.....G-15
 Amhurst St.....F-10
 Amy St.....K- 7
 Anderson Ave.....N- 7
 Andrews St.....M- 9
 Angus St.....L- 6
 Annabella St.....K- 7
 Archibald St.....K- 4
 Argyle St.....K- 7
 Arlington St.....J-10
 Armoury Ave.....J-11
 Armstrong Ave.....Q- 6
 Arnold Ave.....E- 8
 Arthur St.....K- 8
 Artillery St.....N-10
 Ash St.....C-11
 Ashburn St.....H-12
 Ashdale Ave.....G- 7
 Ashland Ave.....E- 7
 Asquith Ave.....C-10
 Assiniboine Av. H- 8
 Assiniboine Dr. F-15
 Atlantic Ave.....O- 8
 Aubert St.....K- 6
 Aubrey St.....G-11
 Aulneau St.....H- 6
 Austin St.....L- 7
 Aynsley St.....F- 9

B

Balfour Ave.....E- 7
 Balmoral Pl.....H- 9
 Balmoral St.....H- 9
 Baltimore Rd.....E- 7
 Bangor Ave.....L-13
 Bank Ave.....E- 4
 Bannatyne Av. K- 9
 Bannerman Av. O- 8
 Banning St.....H-11
 Barber Ave.....L- 6
 Bard Ave.....C-14
 Barrett Ave.....H-12
 Barry Ave.....H-14
 Bartlett Ave.....E- 7
 Basswood Pl.....G-12
 Bathgate.....A- 8
 Battery St.....N-10
 Beach Ave.....L- 3
 Beacon St.....L-10
 Beaconsfield St. M- 7
 Beatrice St.....M- 6
 Beaumont St.....B- 9
 Beaverbrook St. C-13
 Becker St.....M-13
 Bedford Ave.....D-14
 Beliveau.....B- 5
 Bell Ave.....G- 8
 Belmont Ave.....Q- 7
 Belvedere St.....G-16
 Bennest Ave.....L- 2
 Beresford Ave.....E- 8
 Berlin St.....L- 4
 Berry St.....G-14
 Berrydale.....B- 5
 Bertha St.....K- 7
 Bertrand St.....H- 6
 Berwick St.....O- 8
 Beverley St.....J-10
 Bickerton St.....K- 4

Birchdale Ave. G- 7
 Bismarck St.....N-14
 Blaine St.....M-12
 Blake St.....M-12
 Blanchard Ave. G- 9
 Bleheim Ave. E- 5
 Borebank St.....C-12
 Bourgeault St. J- 6
 Bowman Ave.....M- 4
 Boyd Ave.....N- 8
 Boyle St.....K- 5
 Bradford St.....G-14
 Braemar Ave. G- 6
 Brandon Ave. F- 8
 Brazier St.....M- 5
 Bredin Drive.....M- 5
 Bricker St.....H- 7
 Brighton St.....M-10
 Bristol Ave.....G- 5
 Broadway.....H 10
 Broadway Pl.....H-10
 Brock St.....C-12
 Bronx Ave.....N- 3
 Brooklyn St.....G-14
 Bruce Ave.....G-15
 Buchanan St.....L- 5
 Bryce St.....G- 8
 Buller St.....O-12
 Burnell St.....H-10
 Burns St.....L- 8
 Burrin Ave. Q- 8
 Burrows Ave. M- 8
 Bury St.....M-12
 Bushnell St.....L- 9
 Buxton Rd.....B- 8
 Byng Place.....C- 8
 Byng Place West C-8

C

Cairnsmore St.....O- 9
 Calder Ave.....J-13
 Calrossie Ave.....C- 8
 Cambridge St.....O-11
 Camden Pl.....G-12
 Cameron St.....L- 3
 Campbell St.....C-12
 Campion St.....M-12
 Canora St.....H-10
 Canterbury Pl.....O- 5
 Cardora.....A- 8
 Carlaw Ave.....F- 8
 Carlton St.....H- 8
 Carmen Ave.....M- 6
 Carnegie St.....N-14
 Carpathia Ave.....F-14
 Carriere Ave.....F- 5
 Carruthers Ave. O- 8
 Carter Ave.....D-10
 Casey St.....E- 7
 Cass St.....J- 8
 Castle Ave.....L- 4
 Catharine Ave. M-12
 Cathedral Ave. O- 8
 Cathedral Ave. J- 6
 Caton St.....G- 5
 Cauchon St.....G- 8
 Cawdor St.....P- 4
 Centennial St.....C-13
 Centre St.....L-13
 Chalmers Ave. L- 4
 Chamberlain Av. O-11
 Chambers St.....L- 9
 Champlain St.....G- 6
 Chandos Ave. G- 6
 Charles St.....L- 8
 Charlotte St.....K- 9
 Charlotte St.....H- 3
 Chataway Blvd. C-14
 Chelsea Ave. D- 6
 Chelsea Ave. N- 4
 Chevronty Ave. Q- 4
 Cherrier St.....H- 4
 Chesterfield.....A- 5
 Chestnut St.....G-10
 Christie St. J- 7
 Chudley St.....O-13
 Church Ave.....N- 8
 Clair St.....J-14
 Clare Ave.....E- 6
 Claremont Ave. F- 6

Clarke St.....G- 8
 Clarence.....A- 8
 Clayton St.....C- 4
 Clifton St.....H-12
 Clonard Ave. E- 5
 Cobourg Ave. M- 6
 Cockburn St. F- 9
 Colleen Ave. O- 6
 Colleen St. J- 9
 College Ave. N- 8
 College St. J- 6
 College St. C-15
 Colony St. H- 9
 Coniston St. G-11
 Connery Ave. L- 3
 Consol Ave. M- 2
 Cooper Ave. H- 9
 Copp. St. P- 8
 Cordova St. D-12
 Cornish Ave. G-10
 Corona St. P-13
 Corydon Ave. E-10
 Cote St. G- 4
 Craig St. G-12
 Crane St. (1) A- 8
 Crawford Ave. G- 6
 Crescent Dr. A- 8
 Cromwell St. G- 7
 Cumberland Av. J- 9
 Cunningham Av. D- 6
 Curtis St. K- 7
 Cusson St. G- 4
 Cuthbertson Av. E-14

D

Dagmar St.....K- 8
 Dallas St.....O-10
 Dalton St.....O-10
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—Courtesy Travel and Publicity Bureau.

CITY HALL AND ROYAL BANK

On the left is the main branch of the Royal Bank of Canada. There are nine other branches of this bank in Winnipeg.

TRANSPORTATION MAP
of
Greater Winnipeg
WHERE TO GO AND HOW TO GET THERE

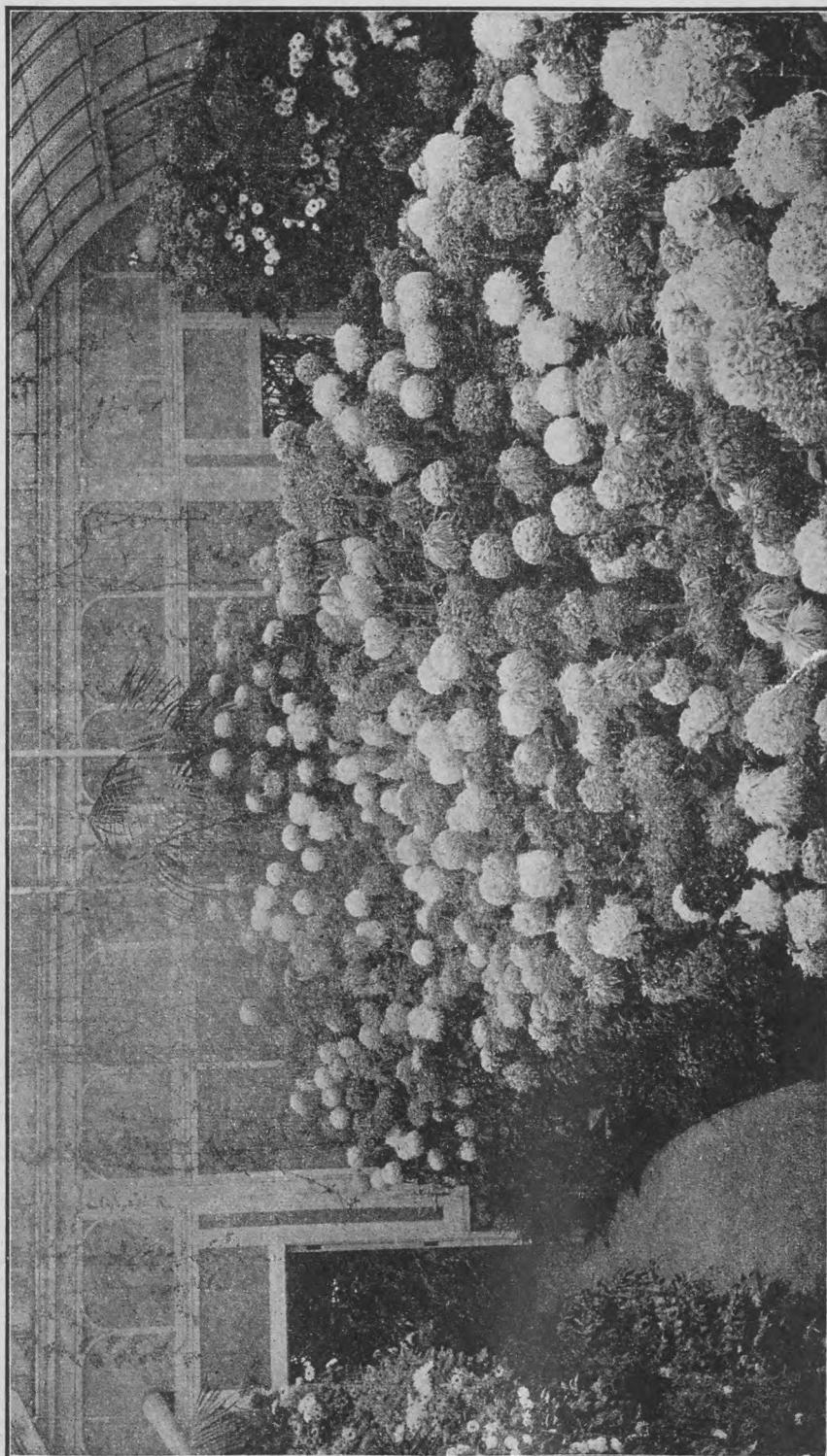


Keep this guide for ready reference. It contains a complete map of Winnipeg and environs with street names, street car and bus routes clearly indicated.

—Courtesy Public Parks Board

CHRYSANTHEMUMS

At the Assiniboine Park Conservatory



STREET CAR and BUS ROUTES in DOWNTOWN WINNIPEG

STREET CAR ROUTES

Street Car Routes

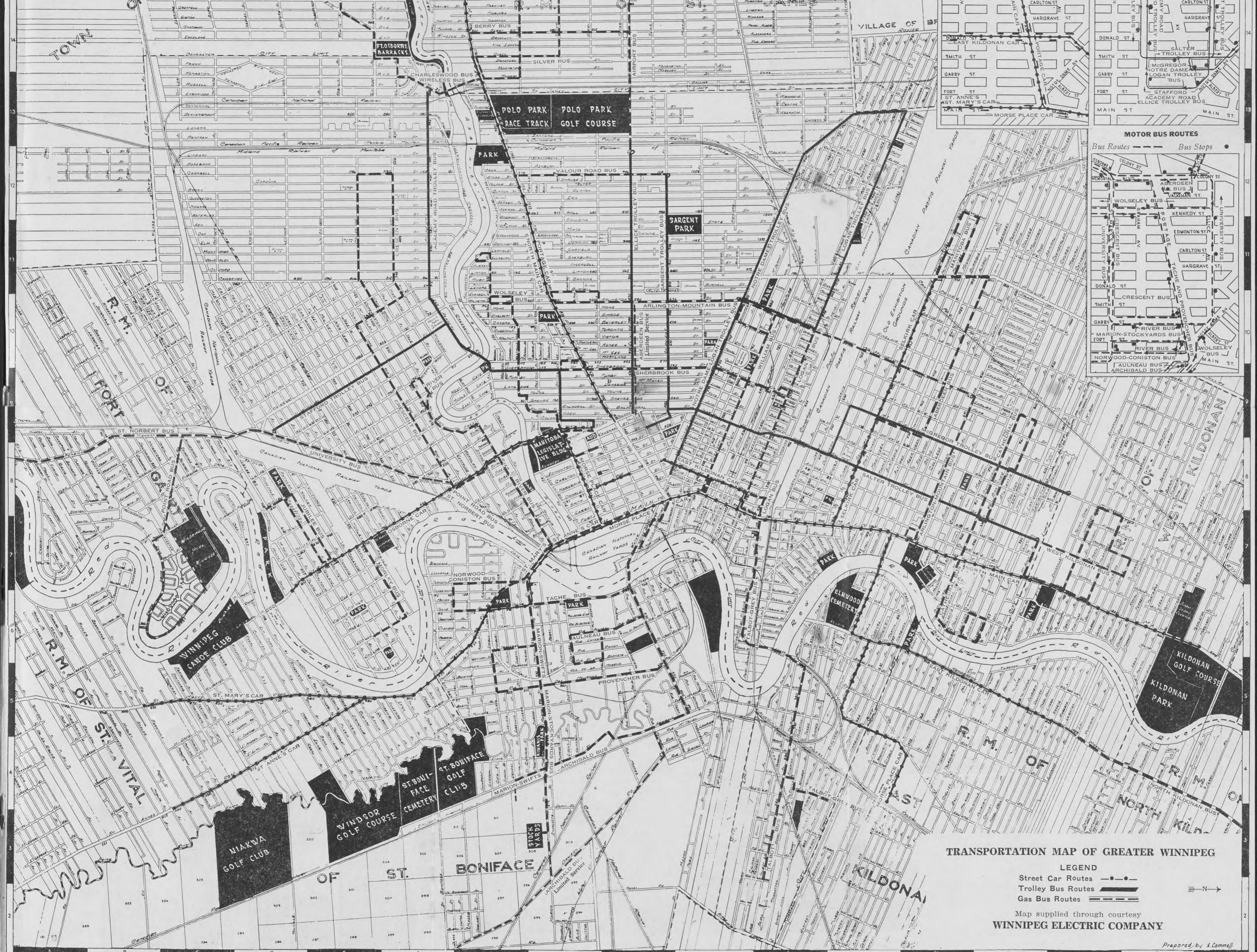
Street Car Stops

TROLLEY BUS ROUTES

Trolley Bus Routes

Trolley Bus Stops





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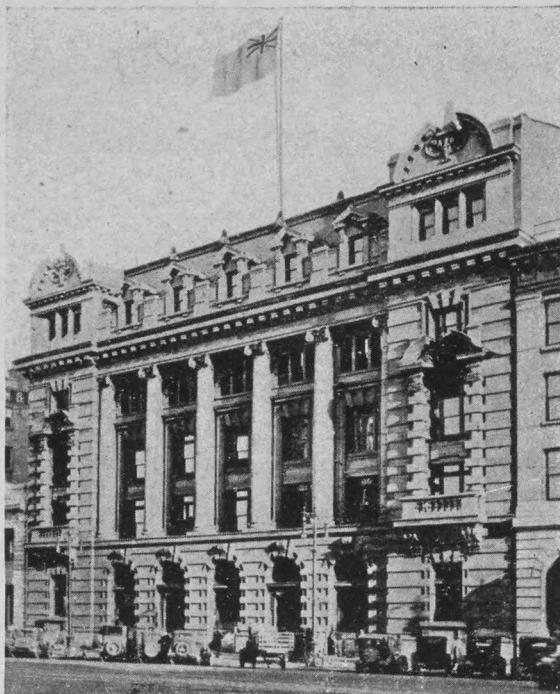
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—Courtesy Travel and Publicity Bureau.
WINNIPEG GENERAL POST OFFICE, PORTAGE AVENUE

When Manitoba entered the Canadian Federation in 1870, there were only four Post Offices in the province. One of these, which served the Red River Settlement, was Fort Garry. (The name was changed to Winnipeg in 1876.) The mail route upon which the settlement depended for its communications with the rest of Canada was via the United States, connections being made with this service at Pembina, North Dakota, twice a week. In summer the mail was carried on horseback, and in winter by dog team. The service continued to operate through U.S. channels until the

completion of the Canadian Pacific Railway in 1885.

Since that date, with the extensive influx of settlers on the fertile Western Plain, the building of branch railway lines fanning out from Winnipeg in all directions, the city has made phenomenal growth. The Post Office Department has kept pace with this development, as recent statistics would indicate. There are also ten branch Post Offices in Winnipeg. 75 years ago the revenue from the Fort Garry (Winnipeg) Post Office was slightly over \$3,000.00 a year, whereas the revenue for the fiscal year ending March 31st, 1948, was \$5,602,725.

HISTORICAL INTERESTS

Would you re-live two hundred years of adventure. You may do it in Greater Winnipeg.

See the Forks of the Red and Assiniboine rivers, birthplace of this City.

Fort Garry Gate, last relic of Forts Rouge, Gibraltar, Douglas and Upper Fort Garry, of the fur trade days that gave way to settlement when the authority of the Hudson's Bay Company was established in 1821.

The LaVerendrye monument, to the first white man who led the way to the Forks in 1736, as he sought the Western Sea.

Old Kildonan, St. Andrew's and St. Clement's—Mapleton churches by the Red River, marking the growth of the Red River Settlement.

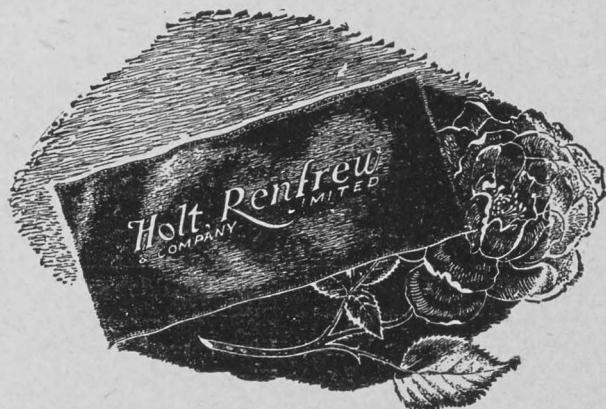
The Peguis monument in Kildonan Park, to the Saulteaux chief who befriended the first settlers in 1812.

The Seven Oaks monument on Main Street, where fur traders of the Northwest Company massacred a score of settlers in 1816.

The Countess of Dufferin, first railway locomotive in the West, brought to Winnipeg by barge in 1877, and now in front of the Canadian Pacific Railway station.

1873—WINNIPEG—1948

A little less than a century after the launching in 1738 of the tiny settlement by the first Red River settlers now constituting part of the City of Winnipeg, an enterprising merchant opened a small store for furs in the City of Quebec. This little sapling planted in 1837 was the beginning of Holt Renfrew & Company, Limited. During its nearly 112 years of progress, this firm has grown steadily, sturdily and strongly, and now has six stores in the leading cities of Canada, including Winnipeg. Holt Renfrew's unbroken record of honourable and fair dealing is the key to their success as Canada's Leading Furriers and Specialty Shops.



H O L T R E N F R E W
P O R T A G E A T C A R L T O N



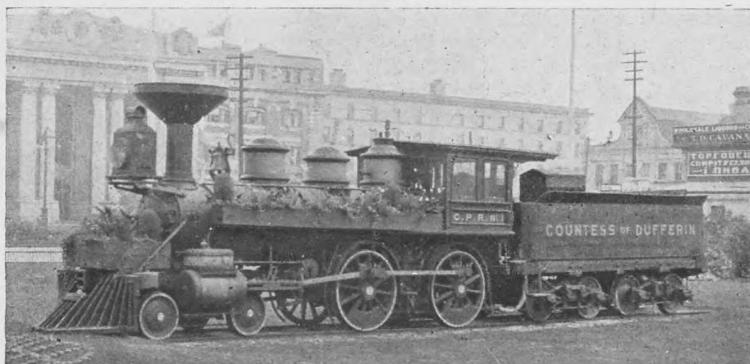
FORT GARRY AND LOADING OF OXCARTS

The Hudson's Bay Company as a Trading Organization, has been a prime factor in the development of Western Canada. After making thorough explorations of the region lying west and south of Hudson's Bay, the Company established trading posts at strategic points on the inland waterways, many of which eventually became the nucleus of permanent settlements.

One of these Trading Posts was established at the junction of the Red and Assiniboine Rivers. Here very extensive fortifications known as Fort Garry were constructed, to give protection to Company's factors, and the great quantities of supplies kept for distribution to the interior posts.

Scene above shows great numbers of ox-carts lined up at Fort Garry being loaded with these supplies, after which the long trek would commence to the remote Trading Posts, carrying blankets, clothing groceries, rifles, ammunition, traps, and various articles for bartering for furs with the Indians. On the return journey the carts would be loaded with all available furs gathered at the Trading Posts visited.

These events and activities are now only a matter of historical record. Old Fort Garry has been demolished, but the Red River Settlement which was established in the adjacent area, has in the last 75 years developed into the two flourishing cities of Winnipeg and St. Boniface.



—COURTESY WINNIPEG CHAMBER OF COMMERCE
COUNTESS OF DUFFERIN

The Countess of Dufferin was first Canadian Pacific engine to operate in Western Canada. It was built at the Baldwin Locomotive Works in Philadelphia, shipped by rail to Fargo, N.D., thence by barge on the Red River to Winnipeg in 1877.

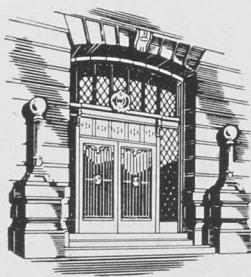
"The Countess" served for many years on different Divisions on the Western Plains and British Columbia, retiring from the service with the advent of the more powerful engines. It is now on exhibition to the public in the small park in front of the Canadian Pacific Railway Depot.

Fifty-Eight Years of **SERVICE**

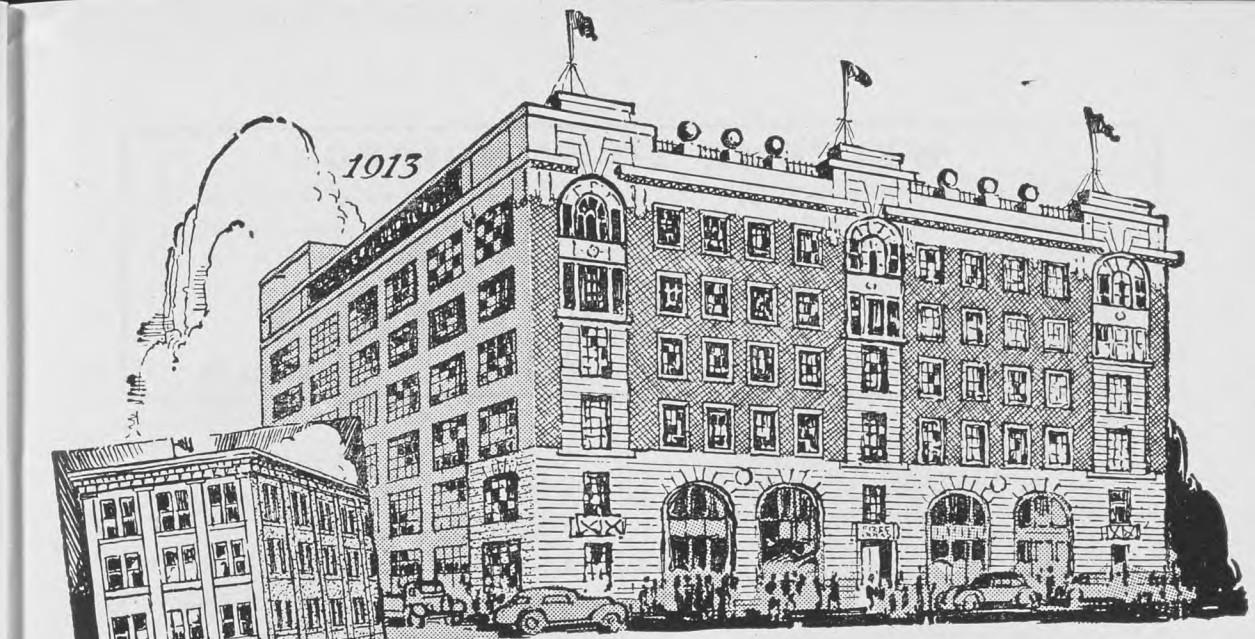
As a pioneer company founded in 1891, the Great-West Life is proud to join in observing the 75th Anniversary of the City of Winnipeg.

Over a period of 58 years the Company has grown and developed to become truly international in scope having established an outstanding record of service throughout Canada and the United States.

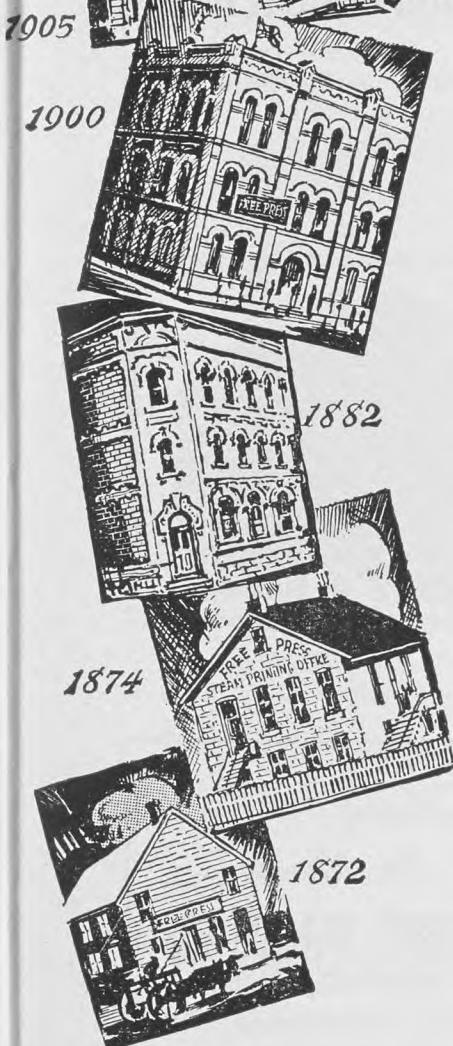
The Company looks forward with confidence to ever-increasing opportunities of serving the people of Winnipeg in the years that lie ahead.



The
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE — WINNIPEG



Time-Tested Dependability



In 1872

Winnipeg's First Newspaper

WINNIPEG FREE PRESS

Since 1872, the Free Press has been Western Canada's leading newspaper. It commenced publication a year before the settlement became a city. A hand press turned out four pages at 200 papers per hour, but the circulation was under 500.

The daily Manitoba Free Press, the only daily west of Toronto, began July 6, 1874, delivered to the 900 buildings and homes in the new city.

Things moved rapidly in Winnipeg in the 1880's and '90's and the Free Press kept right up with them. In 1881, it became a morning paper. In 1889, the Free Press began publication of an evening edition. In December, 1931, the name Manitoba Free Press was changed to Winnipeg Free Press.

The fast-growing paper changed its premises in 1882, 1900, 1905 and finally settled on Carlton Street in 1913. During March, 1949, the circulation was in excess of 100,000. Approximately a thousand tons of newsprints paper are consumed each month by the Free Press publications.

The million-and-a-half dollar building and plant is staffed by over 400 employees.

Visitors to the city during Anniversary Week are invited to make a tour of this modern plant on Carlton Street.

WELCOME TO WINNIPEG

and our Famous Linen Shop for Pure Irish Linens and Fine Hand Embroidered Linens, including Madeira, Chinese and Italian Banquet Clothes, Colored Linen Damask Cloths and a wide Assortment of Fine Linen Handkerchiefs.

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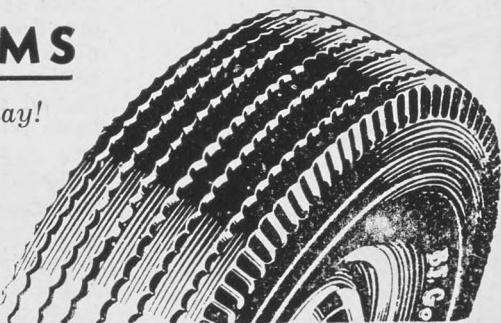
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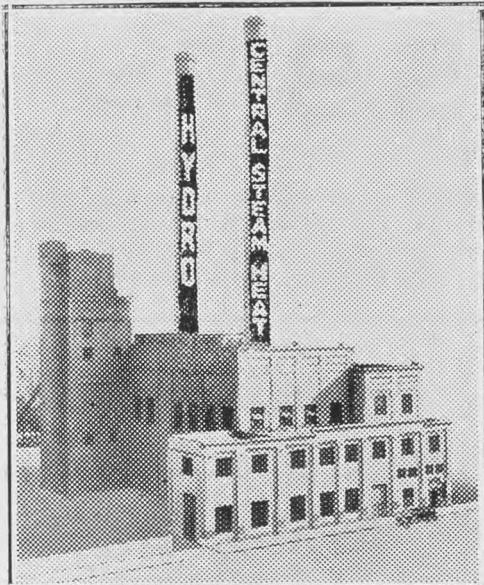
281 Donald Street, Winnipeg
South of the Metropolitan Theatre
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*Everything
In Music*

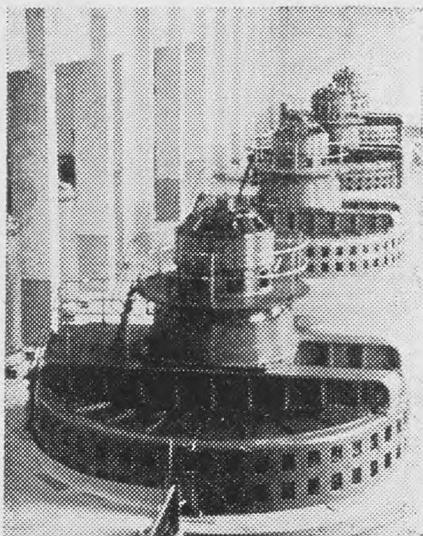
WINNIPEG PIANO CO.

383 PORTAGE AVE.

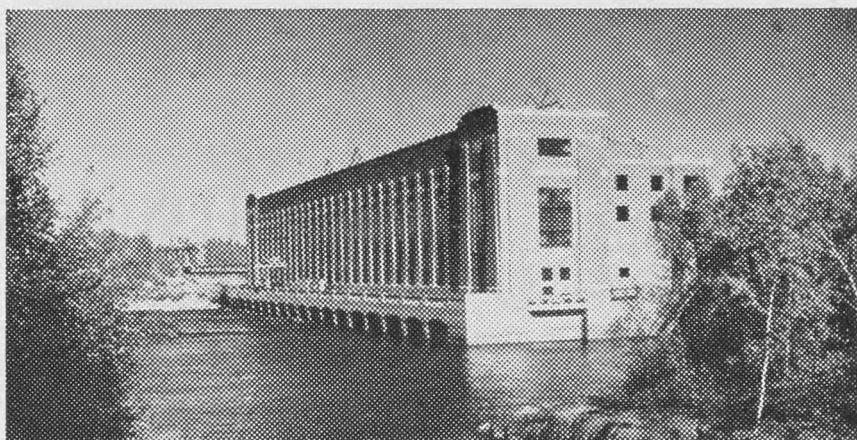
Phone 925 474 Established 1903



City Hydro's Central Steam Heating and Standby Plant which supplies central steam heating to over 300 customers in the downtown business section of Winnipeg.



Four of the eight 12,000 h.p. generators in City Hydro's Slave Falls power plant.



The Slave Falls power plant on the Winnipeg River, 80 miles northeast of the city. This plant, owned and operated by the City of Winnipeg, has a capacity of 96,000 h.p.

City Hydro commenced operations in 1911, when it introduced low cost power to Winnipeg from its Pointe du Bois power

plant. By 1926, the Pointe du Bois plant had reached its full capacity of 105,000 h.p., and another plant was built at Slave Falls in 1931. The Slave Falls now at full capacity of 96,000, City Hydro's total generating capacity is over 200,000 h.p. City Hydro, Winnipeg's municipally-owned utility, now represents an investment of over \$30,000,000.

CLUBS

	Meeting	Place	Time	Phone
Kinsmen Club	Every Second Monday	Royal Alexandra Hotel	6.30	928 008
Kiwanis Club	Every Tuesday	Royal Alexandra Hotel	12.30	922 727
Rotary Club	Every Wednesday	Royal Alexandra Hotel	12.20	922 058
Lion's Club	Every Thursday	Fort Garry Hotel	12.15	925 619
Optimist Club	Every Thursday	Royal Alexandra Hotel	12.15	922 411
Fraternal Order of Eagles—Meets every 2nd and 4th Tuesday at 8:00 p.m. in the Marlborough				

1250
Kilocycles

CKSB

1000
WATTS

ST. BONIFACE

CKSB a French language Radio Broadcasting Station located at 607 Langevin St., in the City of St. Boniface, wishes to extend to the citizens of its sister city of Winnipeg sincere congratulations and very best wishes on the celebration of the seventy-fifth anniversary of their city's incorporation.

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Canada's Celebrated
Candies
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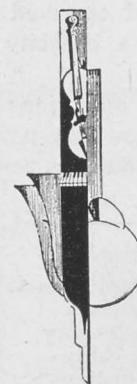
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located at the corner of Albert St. and Notre Dame Ave., Winnipeg*



—Courtesy Public Parks Board
KING EDWARD PARK



Winnipeg Electric Company
operates the most modern public
vehicles in existence — trolley
coaches. Take a ride on one of
these smooth riding vehicles.

City fares 10c cash or
2 tickets for 15c or

**BUY A BOOK OF 20 TICKETS
FOR \$1.50**—this is the easy way.

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wishes on your 75th
Birthday.



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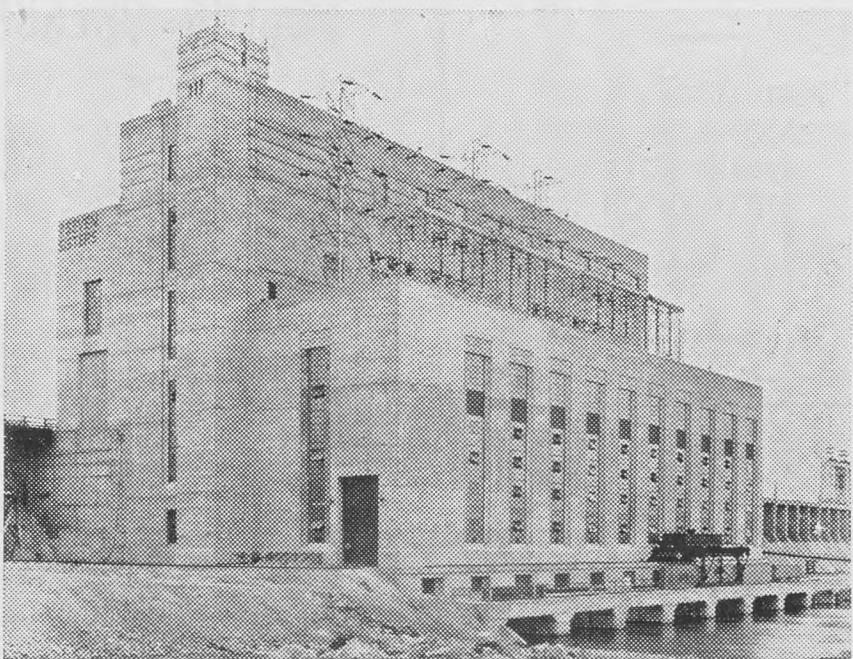


—Courtesy Travel and Publicity Bureau.

THE WINNIPEG RIVER

Winnipeg is known as the Electric City, with an amply supply of cheap hydro-electric power constantly available. The Winnipeg Hydro and the Winnipeg Electric have developed power sites on the

turbulent Winnipeg River (see illustration above) with a capacity of 600,000 horse power, and there are still a number of power sites on the river to be developed for future requirements.



*Winnipeg Electric Company's Power Plant at Seven Sisters Falls
on the Winnipeg River*

In 1902, electricity was expensive in Winnipeg. It was produced in an old, inefficient steam plant using wood for fuel. It cost 20 cents per kilowatt hour. Now it costs an average of 2 cents per kilowatt hour.

Winnipeg Electric Company brought into Winnipeg the first supply of low cost hydro-electricity from Pinawa Falls on the Winnipeg River, in 1906.

Today Winnipeg Electric Company has two more hydro-electric plants:

Great Falls—168,00 horsepower capacity.
Seven Sister Falls—225,000 horsepower.

The millions of dollars invested in these plants all came voluntarily from individual citizens. They are an outstanding example of **Voluntary Public Ownership** providing efficient service to the public.

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This advertisement sponsored by Al.
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—Courtesy Travel and Publicity Bureau.

LEGISLATIVE BUILDING, WINNIPEG



WINNIPEG TRIBUNE BUILDING

Pictured above is the Winnipeg Tribune Building located at the corner of Smith St. and Graham Ave. The Winnipeg Tribune is in its sixtieth year of continuous

publication as a daily newspaper. Visitors interested in the operation of a daily newspaper are always welcomed.

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Visitors are cordially invited
to our modern Sweater Shoppe.

British-made Sweaters in exotic colors

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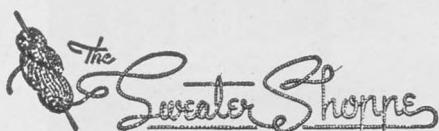
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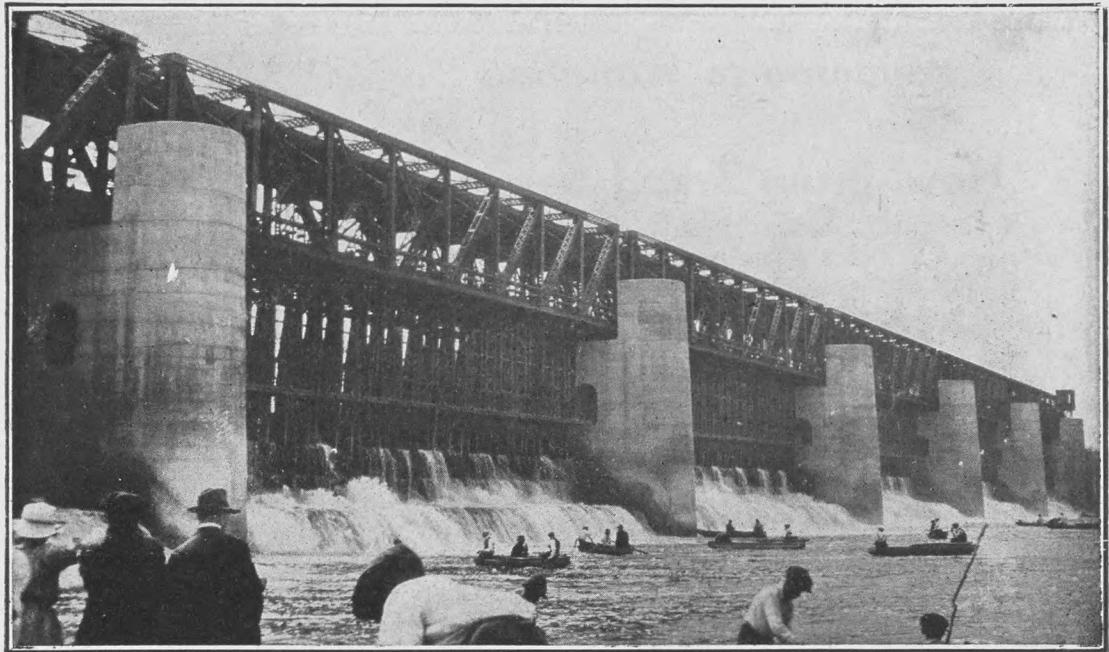


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Name

11

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—Courtesy Travel and Publicity Bureau.

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Eighteen miles north of Winnipeg—a favourite spot for anglers

**TAKING GOODS OUT OF
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United States residents returning to the United States from Canada are entitled to take home, duty free, articles for personal or household use amounting to \$100.00, purchased incidental to the journey and not bought on commission or intended for sale, PROVIDED they have been outside the United States at least 48 hours. This exemption may be claimed for every 30 days.

On May 20th, 1948, a law was passed which permits an additional exemption of \$300.00 per person. If the \$100.00 exemption has been taken advantage of within 30 days prior to applying the increased exemption provision, the \$300.00 only would apply. If the \$100.00 exemption has not been taken advantage of within 30 days, an exemption of \$400.00 would apply. The qualifications to obtain the greater exemption are that the tourists may have remained beyond the territorial limits for a period in excess of 12 days or more and that he has not had an exemption under the provision within six months prior. , ,

Articles belonging to one passenger can-

not be included in the exemption of another, except that when members of a family residing in one household travel together on their return to the United States, their exemptions to which the several members of the family are entitled may be grouped without regard to which member is the owner. , ,

Purchases must be declared at the actual price paid, and a fair value declared for all articles obtained otherwise than by purchase, including gifts received. The dutiable value of merchandise is determined by appraisal by the U.S. Customs Officers, and due allowance is made by appraising officers when the purchase price or value declared is higher than the correct dutiable value.

All merchandise acquired abroad must be declared. When the value of the articles imported is less than \$25.00 and accompany the passenger, an oral declaration may be made. When the value of the articles exceeds \$25.00, a written declaration is also required when the merchandise is to be shipped to the declarant, and a special form is returned to the passenger which must be mailed to the store from which the purchase was made.

Welcome to Winnipeg

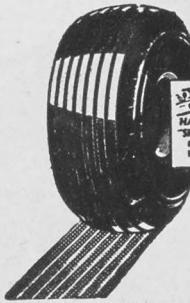
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(Northwest cor. Fort and York)

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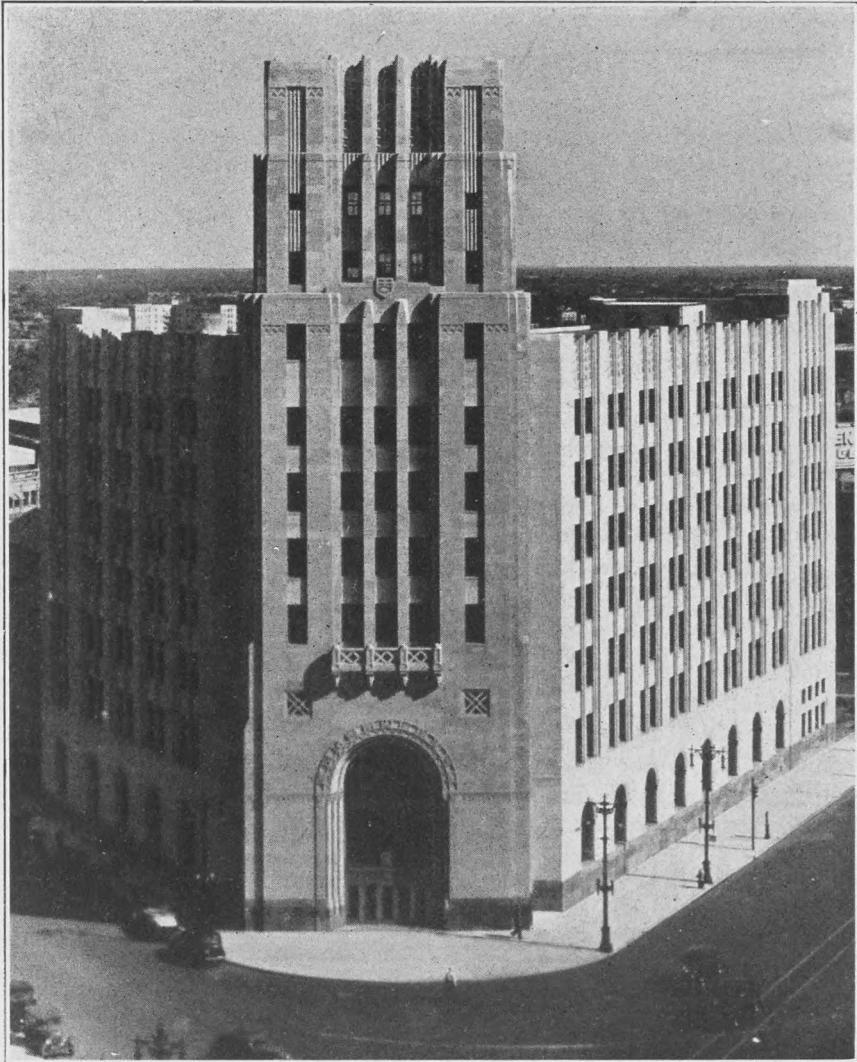
PHONE 22112
347 DONALD ST.

THE GIFT SHOP - Jewellers

Watches — Diamonds — Jewellery
Chinaware — Royal Daulton — Aynsley and China Florals

415½ Portage Ave., Winnipeg

Phone 925 926



—Courtesy Travel and Publicity Bureau.

DOMINION PUBLIC BUILDING

PROCEDURE UPON LEAVING CANADA

Visiting United States citizens may leave Canada by any port of entry. The United States Department of State advises that, "the new (United States) regulations impose no additional requirements on United

Our Cover: The cover on this publication was especially prepared by Mr. O. C. Ganes, 43 Roslyn Road, Winnipeg, for Winnipeg's 75th anniversary year.

States citizens and they may, as heretofore, proceed to Canada and return to the United States without any specified documentation. They need only have as a matter of convenience the documentary evidence customarily carried in the past." In case you must identify yourself when re-entering the United States, personal papers would be helpful; for example: an old passport, baptismal or voter's certificate, a car or driver's license, personal letters or similar papers. Your birth certificate is positive identification. Naturalized citizens should carry their naturalization certificates.

ADVERTISING INDEX

We the advertisers sincerely hope you enjoy your visit to Winnipeg, and extend a hearty welcome to come and visit us again.

We are pleased to have helped you to make your visit with us enjoyable.

It is our constant aim to give you courteous and comfortable service during your visit to Winnipeg.

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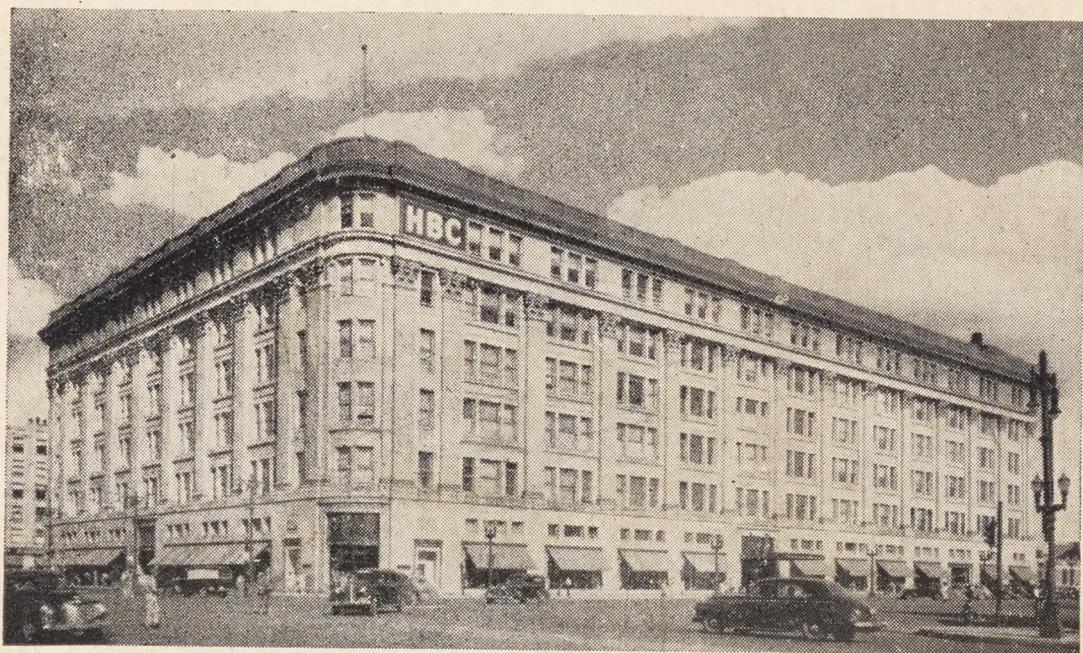
Imperial Oil Ltd.	The Standard Oil Co. Indiana)
Esso Standard Oil Co.	Phillips Petroleum Co.
Standard Oil Co. of B.C.	Humble Oil and Refining Co.
Kesbec Inc.	The Standard Oil Company (Ohio)
Standard Oil Co. of Pennsylvania	The Carter Oil Company
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General Petroleum Corp. of Cal.	Utah Oil Refining Company

Welcome to Winnipeg!

Winnipeg has grown much over a three-quarter century span, and we're proud of her progress. We're proud, too, of **our** growth during a quarter century. Thousands and thousands of families are satisfied owners of Fairfield blankets. Visit our factory depot on Ellice Avenue at the Airport and see for yourselves these marvellous blanket values.

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WINNIPEG WOOLLEN MILLS



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Welcome to Winnipeg and the BAY . . .

The BAY is pleased to extend a warm welcome to visitors in Winnipeg—especially to our friends from across the border. We are sure your visit here will become a pleasant chapter in your book of memory. While in Winnipeg be sure to visit the BAY . . . the home of fine quality English merchandise.

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PARCELS AND CLOAK CHECKING — Second Floor, POST OFFICE—Mezzanine Floor, TOURIST INFORMATION — Main Floor, TELEPHONE BOOTHS, Main, Mezzanine, Third, Second and Fifth Floors, PARKING LOT — Rear of Store, HISTORICAL EXHIBIT — Fourth Floor.

WHERE TO EAT

The BAY has a fine reputation for its choice foods, moderately priced and served in pleasant surroundings. There are four places to eat in the store — GEORGIAN ROOM—Fifth Floor, CALENDAR ROOM — Fifth Floor, SNACK CORNER — Main Floor, JOLLY CANUCK—Bay Basement.

The BAY will deliver to your hotel Dial **3-2-2**

Hudson's Bay Company.

INCORPORATED 2nd MAY 1670.